**MILESTONE 4**

**Market Analysis**

* Target market: calendar users looking for a better way to organize their time.
* Customer Characteristics: Study Of Calendar Usage In The Workplace conducted by the PPIA
  + 84% of people surveyed stated that their calendars were either “important” or “very important” in their daily lives.
  + 76% of respondents stated that they look at their calendar between 2 and 10 times a day.
  + Respondents also indicated that they have an average 6 calendar appointments a week and more than 10 appointments in a particularly busy week.

Source:

<http://blog.calreply.com/blog/2016/1/11/calendaring-101-4-reasons-why-calendars-should-be-an-essential-part-of-your-marketing-strategy>

* Customer Characteristics: Survey of Personal And Household Scheduling (Microsoft)
  + 51% (317) used their digital calendar at work as the calendar where most of their personal and household events were recorded, while 38% (233) of respondents primarily used paper calendars.
  + The Family Calendar Survey [3], conducted by researchers at the University of Maryland in 2002, found that their 401 respondents relied on multiple calendars most of which were paper, even though 70% used a computer at least 30 hours per week.
  + When asked how satisfied they are with their current method of scheduling household events, the median response was “Somewhat Satisfied.” However, 20% (127) of respondents reported being “Somewhat Dissatisfied” and 4% (23) were “Very Dissatisfied,” so about a quarter of our respondents are dissatisfied with their current scheduling method to some degree.

Source: https://www.microsoft.com/en-us/research/wp-content/uploads/2016/02/pp17brush.pdf

* Customer Characteristics: Study of Calendar Usage in The Workplace
  + To check dates—83 percent of people reported using a calendar to check dates
  + To make a note of appointments—81 percent
  + To keep track of special dates and holidays—78 percent

Source:http://www.ppai.org/documents/business%20study%20final%20report%20version%204.pdf

* App Necessities: Calendar App Stats Survey
  + **57% said that ease of use is the most important feature for them when considering which calendar or to-do list app they want to use.** 20% appreciate a good design. 17% like having alerts or reminders. And 7% said that the ability to integrate with other apps or services is most important to them.
* Competition
  + 3 most popular digital calendars used:
    - Google Calendar
    - Outlook
    - Apple Calendar
  + Pros/Cons of google calendar:
    - Pros
      * Accessible on mobile and computer
      * Group calendars
      * Ease of use
    - Cons
      * Lack of task management capabilities
      * No event categorization (like yahoo’s event type)
  + Our competitive edge
    - Group scheduling
    - New feature: Task allocation done for user
    - Integration with google calendar

**Infographic (See infographic.jpg)**

**Results of the retrospective on first iteration**

Overall we were able to finish what we all planned to . We started implementation of the algorithm, got the database set up and much more. Our weekly meetings have also been very productive. At the start we talk about what each part finished and then we discuss about problems encountered and figure things out. At the end, we all declare what we will get done until the next meeting.

**Additional Requirements**

We’ve discovered several new requirements throughout the process of developing. For example, users will need to be able to block out sections of time daily for sleep. A nonfunctional requirement of ease-of-use seems to be very important according to market analysis. Functionally, there needs to be away of organizing the different data types (events, to-do lists, etc) so that they can be pushed out to Google calendar easily - we are looking into an open source backend service called Akonadi that handles PIM - Personal Information Management - data well. Additionally, we’ll need to be able to link together tables in the DB so that users can access the different types of data and so that (in the future) they’ll be able to work in groups.

**Plan Cycle within the Methodology**

Front-end:

- User and Group related functionality: pages related to creating or joining groups, inviting

Backend/Application:

- Finish initial calendar event module: saving calendar events into database, retrieving events from database and populating calendar

- Start developing algorithms to reschedule events based on priority

Backend/Server:

-Adapt and improve database to fully encompass all functions

- Create URL points and directories for future use for all other modules